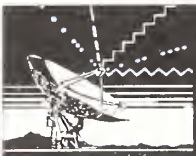


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2521. A87F3



# Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2683

October 14, 1994

**NAFTA INCREASES TRADE AND CREATES JOBS** -- Agriculture Secretary Mike Espy says that the U.S. is reaping the benefits of the North American Free Trade Agreement (NAFTA). These benefits would multiply with implementation of the Uruguay Round Agreement of the General Agreement on Tariffs and Trade (GATT). U.S. agricultural exports to Mexico rose nine percent (\$211 million) for the first seven months of 1994 to \$2.5 billion, according to a USDA economic task force report. U.S. agricultural exports to Mexico are expected to reach a record \$4 billion by year's end. Secretary Espy said, "NAFTA is proof that trade agreements can increase U.S. competitiveness in world markets and contribute to real growth in the national economy." NAFTA gives the U.S. better access to the growing Mexican market and could boost U.S. agricultural exports over the \$10 billion mark by the year 2008. When the agreement is fully implemented, NAFTA is expected to generate 56 thousand new agricultural trade-related jobs for U.S. citizens. **Contact: Maria Bynum (202) 720-5192.**

**PASSAGE OF CHILD NUTRITION LEGISLATION** -- Agriculture Secretary Mike Espy welcomed final Congressional approval of legislation reauthorizing and improving the USDA's Child Nutrition and Women Infants and Children (WIC) Programs. The "Healthy Meals For Healthy Americans Act" was passed by the House and Senate last week. Secretary Espy said, "This bill represents a great stride forward for nutrition, for health, and for our nation's children. The legislation is a testament to the principle that because children's health is a priority, our programs should meet health objectives." In addition to school meals provisions, the legislation reauthorizes the Summer Food Service Program and the Child and Adult Day Care Program, makes it easier for pregnant women to receive WIC benefits, extends the WIC Farmer's Market Nutrition Program, provides start-up and expansion grants for the School Breakfast Program, and provides for pilot projects to test ways to improve WIC Program Administration. Also, the bill extends the Homeless Children Nutrition program and establishes a demonstration program to provide health and nutrition benefits to "boarder babies." **Contact: Neal Flieger (703) 305-2039.**

**USDA PROPOSES TO AMEND MILK REQUIREMENTS** -- USDA is proposing to amend its recommended requirements for manufacturing grade milk. Lon Hatamiya, administrator of USDA's Agricultural Marketing Service, says the proposed amendment would reduce the maximum allowable bacterial estimate and somatic cell count in producer herd milk and would reduce the maximum allowable bacterial estimate in commingled milk. Also, the proposal would modify follow-up procedures when producer herd milk exceeds the maximum allowable bacterial estimate. The USDA-recommended requirements are model regulations relating to sanitation and quality requirements for the production and processing of milk for manufacturing purposes. **Contact: Connie Crunkleton (202) 720-8998.**

**MEXICO ELIGIBLE FOR MORE MILK POWDER** -- Agriculture Secretary Mike Espy announced that Mexico is eligible for an additional 25,000 metric tons of milk powder under USDA's Dairy Export Incentive Program. Sales of milk powder will be made to buyers within Mexico through commercial channels at competitive world prices. **Contact: Marlene Stinson (202) 720-2061.**

**NEW MEDFLY TRAP** -- USDA scientists have developed a new, easy-to-use trap that catches both male and female Mediterranean fruit flies. They are currently testing the new trap in California and ten countries. Robert Heath, an Agricultural Research Service chemist, says the trap uses a synthetic blend of chemical scents and colors to lure males and females inside a plastic cylinder, where they feed on a lethal combination of sugar and insecticide. The new trap was designed to overcome drawbacks of two current traps used today, the McPhail and Jackson traps. Attracting females is one of the new trap's main advantages. The new trap's blend of chemicals can be adjusted to attract females at different stages of their reproductive cycle. It can be tuned to capture young females before they have mated. The research agency is seeking to patent the trap on behalf of inventors Heath and entomologist Nancy D. Epsky, both based at the agency's Insect Attractants Laboratory in Gainesville, FL. The trap is expected to help state and federal regulatory officials detect medfly infestations in California, Florida, Hawaii, Texas, and other parts of the world. **Contact: Sean Adams (301) 344-2723.**

**STATES TO RECEIVE FOREST PAYMENTS** -- Jack Ward Thomas, chief of USDA's Forest Service announced October 4 that 41 states and Puerto Rico will share interim payments totaling over \$227 million as their portion of national forest receipts collected in fiscal year 1994. Thomas said, "We estimate these states will eventually receive over \$303 million as their total payments from national forest receipts for the year. The interim payment represents 75 percent of the estimated total amount each state will receive as its share of funds collected during the year from the sale and use of a variety of national forest products and services. USDA pays any additional funds it owes the states in December, after determining the actual receipts for the fiscal year ending September 30. The Forest Service pays 25 percent of the revenue it collects -- from timber sales, grazing, recreation, minerals and land use -- to states in which national forest lands are located. Funds are used for schools and roads. **Contact: Chris Holmes (202) 205-1006.**

**USDA AWARDS \$435,000 FOR COOPERATIVE RESEARCH PROJECTS** -- Bob Nash, USDA's under secretary for small community and rural development, announced October 5 that the Department is awarding \$435,000 to state agriculture offices and agricultural experiment stations to help create economic opportunity for farmer-owned cooperatives. These are matching grants under a new USDA Federal-State Research on Cooperatives program. The participating states will invest an additional \$535,000 of their own money in the research projects. Under Secretary Nash said, "These grants underscore the commitment of USDA to helping ensure that America's farmer-owned cooperatives will continue to represent a viable economic force in the years and decades ahead." The intent of the program is to encourage research on cooperative marketing at the state level to enhance the well-being of agricultural cooperatives and their members. **Contact: Dan Campbell (202) 720-6483.**

**USDA ANNOUNCES PUBLIC LAW 480 ALLOCATIONS** -- USDA has announced the tentative FY 95 allocations of \$249.0 million to 24 countries to cover commodity financing extended under Title I of the Food for Peace Program, and commodity donations under the Food for Progress Program, funded by Title I appropriations. Christopher E. Goldthwait, general sales manager for USDA's Foreign Agricultural Service says, these announced allocations reflect a P.L. 480 program level for fiscal year 1995 of \$291.3 million for concessional credit financing and \$29.0 million for ocean freight differential costs associated with cargo preference requirements. Title I of the Food for Peace Program is a concessional sales program to promote exports of U.S. agricultural commodities and to foster broad-based sustainable development in recipient countries. **Contact: Marlene Phillips (202) 720-2061.**



## FROM OUR RADIO SERVICE

**AGRICULTURE USA # 1950** -- In this edition, Brenda Curtis talks with financial planning specialist Mary Stephenson about big financial errors people make, and how to take responsibility for financial planning. (Weekly cassette -- 13-1/2 minute documentary).

**CONSUMER TIME # 1431** -- A touch of the grape; witches as botanists and pharmacists; lead paint poisoning; pass the apples, bananas and oranges, please; preserving the nation's farmland. (Weekly cassette -- 2-1/2 to 3 minute consumer features).

**AGRITAPE FEATURES # 1941** -- New crop/price forecast; genetic research "bearing fruit;" the medfly invades California; record cotton crop expected; wheat update. (Weekly cassette -- news features).

**UPCOMING ON USDA RADIO NEWSLINE.** These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup. Monday, October 24, trade update; Tuesday, October 25, weekly weather and crops; Friday, October 28, tobacco markets and trade; catfish production.

**USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545**

Material changed at 5 p.m., EDT, each working day.

## FROM OUR TELEVISION SERVICE

**FEATURES** -- Pat O'Leary reports on six-foot soybeans. Chris Larson reports on a USDA Soil Conservation program for kids called "Adopt-a-Watershed." Lynn Wyvill reports on small-scale agriculture and sheep farming.

**UPCOMING FEATURES** -- Lynn Wyvill reports on food safety tips for handling a "take-out," ready-prepared Thanksgiving feast.

## SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.  
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.  
Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

## OFF MIKE

**NEARLY 50 YEARS...**of outstanding service to agriculture and the communications industry is coming to a close this year with retirement of **Ray Wilkinson** (WRAL-TV and Tobacco Radio Network). In honor of his outstanding service, the Ray Wilkinson 4-H Scholarship Endowment is being established. His colleague, **Ken Tanner**, tells us that Capitol Broadcasting Company has provided a "Challenge Grant" of \$60,000 (one-for-one match) with proceeds going to this new 4-H scholarship. A series of four lunches with Ray are scheduled from October 25-November 3 to raise matching funds. The scholarship will be presented each year to outstanding North Carolina 4-H'ers who excel in communications. Any questions about this can be directed to John Kruse at 919-515-2000.

**COOPERATIVE MONTH...**is being celebrated this month and **Mike Austin** (WGEE, Green Bay, WI) has covered several events in his state. Mike reports a good alfalfa crop and says that silos will be full for change. A Wisconsin program called Dairy 20\20 is bringing a focus to business aspects of dairying there. Mike says Wisconsin is looking at their taxes on farming to try to make the occupation more attractive to their next generation. We're glad to hear that Mike checks our USDA radio newslines daily for stories he can use.

**HOLIDAY SEASON...**is nearing and food plays such a central role in holiday celebrations. Especially now, FoodWatch of the Agriculture Council of America (ACA) is seeking airtime for its "Amazing Grace" public service announcement. The 30-second TV PSA is a moving visual tribute to the millions of people who produce America's safe and wholesome food supply. Holiday meal scenes are featured with the hymn "Amazing Grace" as theme music. The only spoken words are "America's bounty, brought to you by the 20 million people who put food on your table." **Brenda Marchesseault** (ACA, Washington, D.C.) can supply more information if you will call 1-800-676-3608 or write to 927 15th Street, N.W., Suite 800, Washington, D.C. 20005.



**LARRY A. QUINN, Director**  
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